then provides a try-on service for the user. Further, in this case, the try-on details may be printed out e.g. by a printing apparatus installed in the store, so as to make the details of the try-on simulation visible.

[0239] Next, how the sales transaction support system **1** is actually operated will be described with reference to examples.

[0240] **FIGS. 30 and 31** illustrates actual operations of the sales transaction support system **1**.

[0241] In the **FIG. 30** case, a site manager **152** operates a sales transaction support apparatus **10** to provide intermediary services for a commercial transaction between a user **151** who is a purchaser or customer and a retailer **153**.

[0242] The user who wants to purchase a commodity operates a terminal device **30** to access a site of the sales transaction support apparatus **10** managed by the site manager **152** (**1**). The user **151** selects a commodity and performs a try-on simulation for virtually trying on the commodity, following the procedure described above (**2**). Then, the user **151** selects a commodity which he/she actually wants to try on, and make a try-on reservation request for making a reservation for a real try-on of the selected commodity (**3**). When receiving the try-on reservation request, the sales transaction support apparatus **10** managed by the site manager **152** transmits a request receipt result to the terminal device **30** of the user **151** (**4**).

[0243] At the same time, the site manager **152** informs the retailer **153** (**5**) of the details of the try-on reservation request. When receiving the try-on reservation request, the retailer **153** receives or accepts the reservation. The user **151** performs the try-on at a store reserved for the try-on (**6**). When the commodity pleases the user **151**, the commodity is sold to the user **151** (**7**). The commodity may be delivered to the user **151** e.g. by mail. After the date appointed for the try-on, the site manager **152** refers to the retailer **153** for a try-on result of the try-on performed according to the try-on reservation (**8**), and the retailer **153** informs the site manager **152** (**9**) of the try-on result.

[0244] In the **FIG. 31** case, a site manager **162** runs a sales transaction support apparatus **10** to provide intermediary services for a commercial transaction between a user **161** who is a purchaser or customer and a retailer **163**, and receives a brokerage from the retailer **163**.

[0245] First, the retailer **163** consigns the sales of merchandise to the site manager **162** (**1**), and at the same time, makes a request for registration of consigned commodities. The site manager **162** registers the commodities in response to the registration request, and operates the sales transaction support apparatus **10** to select commodities suitable for the user **161** from the registered commodities and present the selected commodities to the user **161** e.g. by e-mail (**3**).

[0246] If the user **161** feels interested in any of the presented commodities, he/she accesses the sales transaction support apparatus **10** (**4**) and performs a try-on simulation (**5**). When the commodity pleases the user as a result of the try-on simulation, he/she operates the terminal device **30** to sends an order for the commodity to the sales transaction support apparatus **10** managed by the site manager **162** (**6**). When receiving the order, the site manager **162** performs an intermediary service in response to the order for the retailer **163** (**7**). The site manager **162** operates the sales transaction support apparatus **10** to inform the user **161** (**8**) of an order receipt result concerning the order. At the same time, the site manager **162** demands payment of a brokerage for the intermediary service to the retailer **163** (**9**). The retailer **163** pays the brokerage (**10**).

[0247] On the other hand, the user **161** goes to a store and tries on the commodity he/she has ordered (**11**). Then, when the commodity pleases the user **161**, the retailer **163** sells the commodity to the user **161** (**12**). In this case, the commodity may be delivered to the user **161** e.g. by mail.

[0248] As described above, according to the present embodiment, by using commodity image information of an image of a commodity which a customer selected from commodities presented to him/her, and object image information of an image of an object, a try-on simulation image representative of the object virtually wearing the commodity is formed, and a transaction process is performed based on the try-on simulation image provided to the customer. Therefore, it is possible for the customer to determine, based on his/her own judgment, whether the commodity which may be purchased through the net or online sales transaction becomes and suits him/her, and then select the commodity for purchase.

[0249] Further, since a try-on reservation can be made according to a customer's request for trying on a commodity at a store, it is possible to save time and labor for selecting a commodity in a real store, which enhances facility in a sales transaction.

[0250] Further, since customer information of a user is registered, and object image information is generated based on the customer information, a try-on simulation can be performed under conditions with increased reality, which makes it possible for the user to form a more appropriate judgment of his/her own on the selected commodity.

[0251] Further, since commodities selected based on registered customer information are presented to a customer, the customer can select a commodity efficiently, and at the same time a retailer can improve sales productivity, increase sales chances, save space for exhibiting merchandise, and reduce disused inventory.

[0252] Further, since presentation of commodities, provision of a try-on simulation, and execution of a transaction process can be all performed via a telecommunication network, on the part of the customer, efficiency in merchandise information gathering and selection is enhanced, while on the part of the retailer, sales chances are increased, and transactions are sped up.

[0253] The above processing functions can be implemented by computers. In this case, functions to be realized by the sales transaction support apparatus **10** are written in a program stored on a computer-readable recording medium, and then a computer executes the programs to thereby realize the above functions. The computer-readable recording medium may be a magnetic recording medium, semiconductor memory or the like. In order to market the program, it is possible to store them on transportable recording media such as CD-ROMs (Compact Disk Read Only Memories) and floppy disks for distribution, or store the same on a storage device connected to a computer via a network for transfer to other computers. Each program is